

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: **TOURISM**

DATE: **MAY 22, 2006**

Committee Members Present:

Supervisors Tessier
 Belden
 Gabriels
 Kenny
 Sheehan
 Merlino

Committee Member Absent:

Supervisor Stec

Others Present:

Kate Johnson, Tourism Coordinator
Joanne Conley, Assistant Tourism
 Coordinator
Pam Morin, Group Tour Promoter
William Thomas, Chairman
Joan Parsons, Commissioner of
 Administrative and Fiscal
 Services
Joan Sady, Clerk of the Board
Supervisor Caimano
Supervisor F. Thomas
Supervisor Geraghty
Representing Paul Kaza Associates:
 Paul Kaza
 Rachel Carter
 Barb Devine
Representing TPCAC:
 Fred Austin
Luisa Craige, Lake George Regional
 Chamber of Commerce
Anthony Hall, *Lake George Mirror*
Roberta Daab, Fort William Henry
 Resort
Nicole Livingston, Second Deputy
 Clerk

Mr. Tessier called the meeting of the Tourism Committee to order at 11:36 a.m.

A motion was made by Mr. Belden, seconded by Mr. Gabriels and carried unanimously to approve the minutes of the May 2, 2006 meeting, subject to correction by the Clerk.

Privilege of the floor was extended to Ms. Johnson, who distributed her agenda, a copy of which is on file with the minutes.

Ms. Johnson began her Agenda review with Action Items. She apprised she currently had a contract with Shannon Rose Design in Saratoga for the design

and production of the majority of the Tourism brochures. She noted the contract began in the middle of last year and would expire on December 31, 2006. She added she was very pleased with the contract and was asking for the committees permission to proceed with a one year contract with the option to renew for two years. She stated it was not a resolution request at this time; she just needed permission to go ahead with the extended option for design services.

A motion was made by Mr. Belden, seconded by Mr. Merlino and carried unanimously to authorize Ms. Johnson to proceed with the RFP (Request for Proposal) for Design Services for Tourism Guides as outlined above.

Continuing with the Action Items review, Ms. Johnson expounded she had been contacted by Bill Osborne, Director of Tourism and Economic Development in Hamilton County. She said Mr. Osborne was interested in doing an economic impact study on rafting on the Hudson River Gorge area. She added that Mr. Osborne had wondered if Warren County would be willing to contribute towards this study. She noted the study was estimated to cost \$5,000 or more and she recommended that Warren County contribute an amount not to exceed \$1,500 if the project were to proceed. Ms. Johnson stated Mr. Osborne had said that the Hamilton County Tourism Department, the Warren County Economic Development Corporation, the Town of Johnsbury and North Creek, as well as Indian Lake were interested in contributing to this project.

Mr. Belden questioned if the funds were available in the Tourism Budget and Ms. Johnson replied she would take the money from the Adirondack Matching Funds.

A motion was made by Mr. Belden, seconded by Mr. Kenny and carried unanimously to authorize payment of up to \$1,500 to jointly support an economic impact study of rafting on the Hudson River Gorge along with the Hamilton County Tourism, the Town of Indian Lake, the Town of Johnsbury and North Creek and Warren County Economic Development. A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the next board meeting.

Returning to the Agenda review with Item 3, For Your Information, Ms. Johnson apprised the Tourism Department's summer temporary position had been filled by Amanda Sprow who will be with the staff until August 18th. She stated that the Department was actively responding to requests for information from all of the spring and summer campaigns and hundreds of pieces of mail were leaving the office daily. She noted that this was the time of year when local tourism-related businesses were stopping in the office daily to pick up the tourism

brochures to put on display at their lodging properties for their guests. She added that the word from many of the lodging properties that were stopping in was that reservations were looking good for the upcoming summer seasons.

Ms. Johnson stated that the majority of the consumer shows attended by the Tourism Department were completed. She distributed a chart to the committee members which listed the distribution of County product at the consumer shows, a copy of which is on file with the minutes.

Ms. Johnson said that the fall brochure for 2006 had begun production and the bids for the brochure printing would be opened on June 1st. She added that travel brochure advertisements for the fall were being placed. She noted that the 2007 Travel Guide was the next item to go on the production schedule.

Continuing, Ms. Johnson apprised the Warren County Tourism Department panels for the new Lake George Visitor Center would be installed on June 19th and the center was scheduled to open on June 29th.

Privilege of the floor was extended to Pam Morin, Group Tour Promoter, who distributed a copy of the Motorcoach Update to the committee members, a copy of which is on file with the minutes. Mrs. Morin reviewed the update in detail.

Privilege of the floor was extended to Paul Kaza, Paul Kaza Associates, who distributed a copy of a memorandum regarding the Meetings and Convention Video to the committee members, a copy of which is on file with the minutes.

Mr. Kaza apprised that Paul Kaza Associates had taken on a conversion study which was telephone and internet conducted research that would give the agency definitive data on the advertising they were doing and the recognition of the advertising, as well as the conversion therein of people making decisions to come to Warren County. He added that the study should be completed by mid-July and would measure the first year of Paul Kaza Associates work with the County.

Mr. Kaza informed the committee that the type font on the logo of "Find Your Smile" had been changed to make it easier to read.

Continuing, Mr. Kaza acknowledged Mr. Caimano's request to have the agency produce a video of the NYS Fire Chiefs Association Convention. He noted the video could serve as an archive for more video footage that could be used in the future to market the area. He added that it was not possible to do that within the constraints of the current contract, although he had prepared a proposal for that. He stated the objectives were to archive important footage,

to activate a template which could easily be updated for another group and to advertise investments that had already been made in high definition video. He said his agency was ready and willing to do this project but there would be additional costs associated with it. Mr. Kaza reviewed the cost breakout with the committee members.

Mr. Barody questioned if the price of \$29,800 was for one event or would that cost cover the whole project. Mr. Kaza explained that price would get the template completed that could be used for other events and it would cost around \$5,000 each time it was used. Mr. Caimano stated he thought the cost would be around \$7,500 to \$10,000 each time the footage was used due to the cost of the video production company. Mr. Kaza confirmed that Mr. Caimano's calculations were correct.

Mr. Kenny apprised he thought it would be a good idea and asked if they decided to do this, could it be added to the contract with Paul Kaza Associates or would an RFP (Request for Proposal) need to be prepared. Mr. Kaza replied it was very common to amend contracts to add projects like this.

General discussion ensued.

A motion was made by Mr. Kenny, seconded by Mr. Merlino and carried unanimously to increase out-of-pocket expenses by \$32,000 to create a video of the NYS Fire Chiefs Association Convention and footage of the Elvis Festival, as well as Americade to be used for future convention marketing, and to also secure still photography. (Please note: Subsequent to the meeting, it was determined that this would be referred to the Occupancy Tax Committee.)

Mr. Kaza turned the privilege of the floor over to his associate Rachel Carter. Ms. Carter apprised that the Bacon's Press Clipping Service was going very well. She gave a detailed overview of advertising and follow-ups that Paul Kaza Associates were working on. She presented a power point presentation of recent activities for the committee members, a copy of which is on file with the minutes.

There being no further business before the committee, on motion by Mr. Kenny and seconded by Mr. Merlino, Mr. Tessier adjourned the meeting at 12:29 p.m.

Respectfully submitted,

Nicole Livingston
Second Deputy Clerk